

BUSINESS START-UP: CERTIFICATE OF ACHIEVEMENT

The Business Start-up Certificate of Achievement is a hands-on program designed for individuals who are ready to turn their business ideas into reality. The program covers three essential areas: business planning, digital marketing, and social media. Students will learn how to create a detailed business plan, develop effective marketing strategies, and harness the power of social media to promote and grow their business.

Career Opportunities

- **Small Business Owner/Entrepreneur:** Graduates can launch and manage their own business, using the skills gained in business planning, digital marketing, and social media to ensure sustainable growth.
- **Freelance Business Consultant:** Offering consulting services to startups and small businesses, helping them develop business plans, marketing strategies, and online presence.

Program Learning Outcomes

1. Demonstrate oral, written, and critical thinking skills required to succeed in business.
2. Develop a business plan.

Certificate Requirements

Code	Title	Units
Required Courses		
BUSI-104	Business Planning	3
BUSI-251	Marketing	3
BUSI-252	Introduction to Social Media	3
Total Units		9